

GLASGOW KELVIN COLLEGE

Board of Management Meeting of 10 October 2022

College Brand

Report by Vice Principal Operations and Commercial Manager

1. Background

The Glasgow Kelvin College brand and logo has been in existence for 9 years, since the College merger, and while the brand logo is as relevant and impactful today as it was then, there is a need to refresh the brand strategy, including what the Kelvin brand means to our prime target audiences.

It is also recognised that there is a need to increase the College's external profile and to celebrate the many strengths and successes the College has enjoyed. This is especially important at a time when the College faces a tough financial market and a competitive college sector.

2. Approach

A brand strategy review has taken place using the brand design agency, Stand, who in fact, created the Kelvin logo 9 years ago. This review has included in depth sessions with the senior leadership team to: explore what Glasgow Kelvin means to those who lead the organisation; agree where we believe our strengths lie; and identify what untapped opportunities exist for the brand.

There was significant commonality in the output from these sessions and a strong common theme: the college has a key strength in its community outreach and engagement and the resulting social impact from this work can be impressive. However, the strength of the Kelvin curriculum offering is less well known and there is a belief that some of the renowned strengths of the legacy colleges has been lost in our communications. A common theme from the development work is that Glasgow Kelvin offers an individual student approach, it treats students with respect and as a peer and offers high levels of support throughout the College experience. This is an important base for the development of a brand strategy that can be owned by Kelvin, promoted with confidence and can stand up to external scrutiny.

The proposed strategic approach has been tested with the Students' Association, current students and prospective students, across a range of age groups, including school pupils who may be considering a college option for their future studies.

Student Services, and Advice and Guidance colleagues, have provided valuable input into this brand development process.

3. Next Steps

A presentation of the new proposed brand strategy will be made to the Board. This will include the findings from the exploratory sessions, the research insights and the proposed creative strategy going forward.

This proposed strategy would apply across all relevant communication modes including the on-campus presence, as well as externally facing marketing content. It will help the College to define the correct communication channels for the prime audiences, to develop coherent on-brand creative executions and to shape the right tone of voice to reflect the Kelvin ethos. It will, importantly, help to guide the College's marketing resource to achieve maximum impact and minimise waste.

4. Resource Implications

Funding for this brand exercise has been made available from the Campus Reinvestment Project budget.

5. Equalities

Equality, accessibility and diversity need to underpin the College's marketing activity and the proposed strategy will take account of each area to ensure communication is inclusive, understandable and relevant to our audiences.

6. Risk and Assurance

The College's Identity was identified by the Board as a strategic risk to the College. The Risk is that lack of understanding or awareness of the critical part GKC plays in communities, failure to communicate the College's USP and underselling the College could weaken the College's position in the Region. The new brand strategy will help mitigate this risk.

7. Data Protection

There are no data protection implications arising as a consequence of this report.

8. Recommendations

Members of the Board of Management are recommended to:

- i) note the contents of this paper;
- ii) consider the brand presentation; and
- iii) approve the brand strategy for the College.

9. Further Information

Members can obtain further information on the contents of this report from Jeanette Evans , Vice Principal Operations jevans@glasgowkelvin.ac.uk or Liz Breckenridge, Head of Commercial lbreckenridge@glasgowkelvin.ac.uk.